



# Simplicity

**By Day** BE MORE PRESENT  
PRODUCTIVE & PROFITABLE

**Dai Smith** is the owner and founder of Simplicity By Day, LLC, the organizing & productivity consulting company that provides simple and organizing & productivity solutions for entrepreneurs, professionals and parents alike. She is a certified professional organizer with the American International Organizing Professionals and has undergrad and graduate business degrees and is a design school graduate. She is an award- winning sales/ marketing professional who specializes in productivity and décor organizing and is a member of National Association of Productivity and Organizing. She juggles marriage, motherhood, career and entrepreneurship and with that, is the secret weapon for entrepreneurs and busy professionals who want to trade clutter and chaos for simple and organized.

## Speaking Topics

### **Hot Mess to Less Stress- Simple Organizing Solutions to transition your home, office and business**

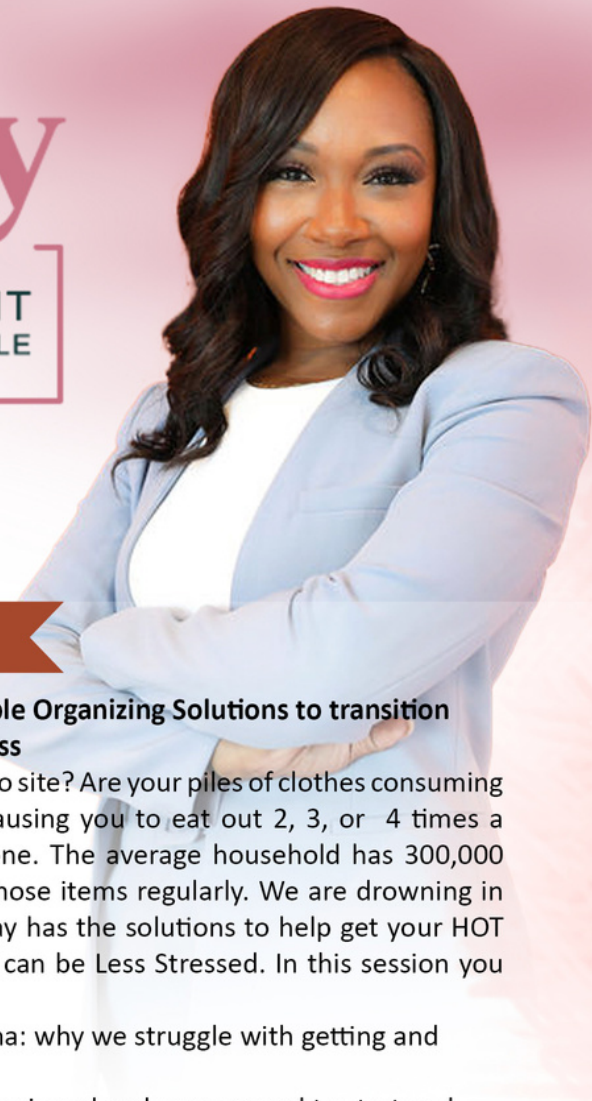
Does your desk look like a demo site? Are your piles of clothes consuming you? Is your pantry clutter causing you to eat out 2, 3, or 4 times a week? If so, you are not alone. The average household has 300,000 items and only uses 20% of those items regularly. We are drowning in our stuff! But Simplicity By Day has the solutions to help get your HOT Mess space organized so you can be Less Stressed. In this session you will learn:

- The Organizing Dilemma: why we struggle with getting and staying organized?
- How to be educated, equipped and empowered to start and finish your organizing projects
- How the S.I.M.P.L.E. C.A.R.D. process can help you declutter and organize any space
- How to maintain organizational systems that last

### **Business Organizing Strategies to be More Present, More Productive and More Profitable in Business**

In business, you cannot afford to be disorganized. You wear multiple hats from serving your clients, training your employees, growing your business, and organizing falls way down on the list of priorities BUT without organizational systems in place, you waste TIME, MONEY and ENERGY. Having practical organizing solutions can help you be more present, productive and profitable in business. In this session you will learn:

- Top 3 mistakes businesses make with organizing
- The 5 business strategies you can employ NOW to organize your space
- How to create the company culture that includes creating and maintaining organization



## Organize your Space, Transform Your Life

Do you often feel that your physical clutter impacts your mental space? You feel overwhelmed, anxious, discouraged and perhaps even depressed when you look around at your cluttered space? That's because our physical space directly impacts your mental space. A cluttered space equals a cluttered mind. Once you overcome disorganization and learn how to clear the clutter, you open your mind to the possibility, potential and freedom to think clearly.

In this session, you will learn:

- The true COST of disorganization
- The SIMPLE strategy to transform your spaces from Overwhelmed to Organized
- The triple E effect of choosing to be more organized
- The 5 P's of organizing transformation

## Secret Home Selling Strategies: How Organizing your Home before the listing can set you up for a smooth, simple selling process.

Discussing decluttering with your real estate client is a delicate dance. You want to have their home's beauty and value shine but be respectful of their "stuff". To increase your marketability and understanding how to achieve the staged home look, you can stand out in a crowded market with these techniques. Your distinction as a realtor is that you support your clients' feelings and empower them to tackle their clutter through the S.I.M.P.L.E. C.A.R.D. method. Your clients will love your strategies and increase your value for buying or selling their home.

In this session you will learn:

- The 4-step process for de-cluttering any space that you can provide for your clients.
- How to leverage organizing services/resources to help you to stand out and get more clients
- How to build your confidence to help an "unorganized" family to get ready for move out or move-in.



# Testimonials

*As a Realtor, Simplicity by Day has assisted several of my clients with decluttering their home in preparation to list it for sale. Dai is always extremely professional and super informative. My clients truly appreciate the value Dai brings to their home sale process. Thanks as always for taking exceptional care of my clients!*

- Nicole Handy

*I can't say enough good things about Dai and the work she did on my pantry. I'm not a very organized person and in the past have wasted hours trying to find stuff in the kitchen. We just remodeled and built a big walk-in pantry. I wanted to start off with an organized space and Dai made my vision come to life. She put together a layout and shopping list for me that was easy to follow. The final re*

- Alison Gervat

*Working with Dai was a great experience! She helped me plan for my move from our house to an apartment and then provided a plan for when we move into our new home once it's done. Her organization skills are top notch! This made our move so much easier! Looking forward to having her help setup the new place. Thank you!*

- Gasha Fulgham

*The Simple C.A.R.D process is that everyone should follow when working to simplify the sometimes dreaded process of organizing. SimplicitybyDay has truly made me re-assess my organization skills. I consider my self pretty "organized" however, they pointed out things that I had not noticed. Things that kept costing me more money and time by skipping steps. And yes... I like to shop first... (that's the fun part). This process they have come up with keeps you on track and focused so that you can get the job done without getting overwhelmed or losing hope on the end goal. And although they're were somethings that came up (life) along the way, they always remained patient and had a plan so we could make it happen. Kinda what organized people do! ☑ The bootcamp was worth every moment and penny. I definitely would recommend SimplicitybyDay for your organizational needs! Thanks, Dai! You definitely are good at what you do!*

- Ciara Lisby

*I had a wonderful VIP digital organizing day with Dai. She is knowledgeable of many platforms and strategies. Her session helped me streamline to eliminate over \$300 mo. in tools. If you feel like your technology is all over the place, you'll love the VIP Day with Dai*

-Toni Harris Taylor

*I feel so much more confident as a mom as a wife, that I can now be more present with my family, that our time together is just more quality. You don't realize how much organization plays a role in your everyday cooking, cleaning and working and living because when you get organized, it just makes life that much easier to manage.*

- Ashley Childress\*



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